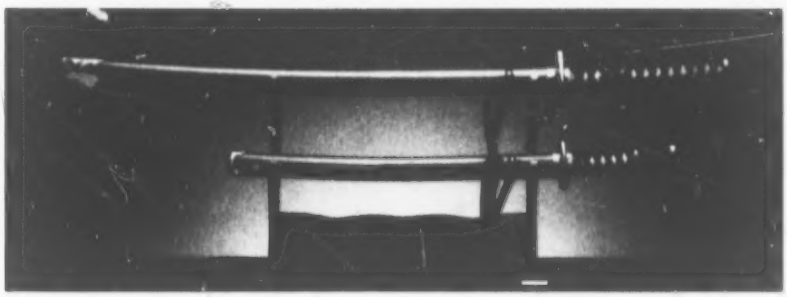
The Fifth Estate

Broadcasting ϟ Jul 16

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



Competition for ratings in the radio business is like war. Everybody fights for the same 100 points. And one thing the *winners* have in common is the ability to plan and execute a successful strategy. This year The Research Group honors the management of sixteen of our client stations by electing them to the rank of Master Class Strategist. Each management team has proven itself worthy of this recognition by its outstanding performance in strategic achievement.

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WBBG, Cleveland
WEAZ, Philadelphia
WFTQ, Worcester
WKDF, Nashville
WLTY, Norfolk
WMJI, Cleveland
WRKS, New York
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The Research Group

Radio's Strategic Research Team

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53d Year 1984

Diminishing prospects for cable's bill ☐ DBS: it's down to a fearless few

BETHESDA MD 20814
4520 EAST-WEST HWY
CONGRESSNL INFO SRV
SRI ACQ
20814SRI A06681 STA JUN/85

Vol. 107 No. 3

Broadcasting Jul 16

Momentum for cable bill slows
Day of reckoning at FCC for DBS hopefuls
FCC reasserts jurisdiction over cable

CABLE BILL □ Support for cable bill is eroding and it appears that it won't pass muster within industry unless changes are made. **PAGE 27.**

BASIC DECISION □ FCC reaffirms decision that local governments cannot regulate basic cable rates; says must-carry stations must be on basic tier. **PAGE 29.**

DBS DEADLINE □ As FCC deadline for DBS due diligence showing nears, the field of players dwindles. **PAGE 30.**

14,000 STRONG □ Press representatives will outnumber delegates nearly 3 to 1 this week at the Democratic national convention in San Francisco. **PAGE 31.**

CBS VICTORY □ CBS wins case in Louisiana court involving segment on *60 Minutes*. **PAGE 32.**

WORK TO DO □ Although FCC has gone a long way toward unregulating Fifth Estate, chairman still believes there is work to be done, including push for full First Amendment rights. **PAGE 33.**

RADIO SALE □ In deal of two easy-listening format players, Borneville Broadcasting buys Schulke Radio Productions to tune of nearly $2 million. **PAGE 33.**

LPTV NETWORK □ UPI owners join with major low power operater to form Community TV Network. **PAGE 34.**

RECORD QUARTER □ Cost-cutting measures and improved performances in Broadcast and Records Groups push CBS earnings to record highs. **PAGE 38.**

NEW BLOOD □ Computer, long distance telephone companies, among new advertisers pouring millions into broadcast spending. **PAGE 45.**

BACK TO THE DIGEST □ Kenneth Tomlinson, Voice of America chief, resigns to return to *Reader's Digest*. **PAGE 50.**

ARBITRON NUMBERS □ Contemporary hit radio stations top Arbitron ratings in New York and Los Angeles; MOR station first in Chicago. **PAGE 54.**

EXPANDING DOCUMENTARIES □ ABC announces plans for multiple-hour format for *Closeup* documentaries. **PAGE 54.**

CAPTAIN'S LOG □ Bob Keeshan leaves CBS and looks to PBS for new home for *Captain Kangaroo*. **PAGE 55.**

SYNDICATED AUTOPSY □ *Thicke, BreakAway* and *On Stage America* fail to make the fall programing cut. Observers review what went wrong. **PAGE 56.**

REPS ON THE FLOOR □ Katz Television and Petry, two representative firms, decide to buy space on NATPE's exhibit floor for next year's convention. **PAGE 57.**

DOUBLE WIN □ NBC wins prime time ratings for second week in a row. **PAGE 57.**

VOA VOICE □ Kenneth Tomlinson has brought a journalists eye to job of running the Voice of America. **PAGE 79.**

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vice president and general manager of independent KTVU(TV) Oakland (San Francisco) (which carried both shows), recalled an old proverb: "The turtle only makes progress by sticking out its neck." □

Some reps moving to NATPE floor

Citing a desire to be at the center of the action, two major national station representative firms have taken out exhibitor space during next year's NATPE at San Francisco's Moscone Center. In a departure from tradition, Katz Television and Petry will set up meeting centers on the exhibit floor to counsel clients on the sea of programing to be offered by syndicators. To date, major station rep firms have usually opted for suites in nearby hotels to meet with clients.

"During last year's NATPE I saw the activity at the Moscone Center and it became clear that this was the center of activity and we should make our program consultants absolutely the most accessible to our clients," explained Gordon Hastings, president of Katz Television. Hastings added that moving the Katz staff onto the floor "allows our people to participate at what is going on during NATPE."

The Katz Conference Center—so named to distinguish itself from the exhibitor label applied to the syndicators who are the majority of the floor's tenants—will aim to give client stations immediate access to Katz's six-member programing team. John Von Soosten, vice president of programing at Katz and president of NATPE, reiterated Hastings's point that Katz was not going on the floor with its sales team. He said that Katz Sports product would continue to be distributed by Lexington Broadcast Services.

Similarly, Petry will set up shop on the exhibit hall floor "to meet with our people throughout the conference," explained Jim Majors, vice president of programing at Petry. According to Majors, that is possible "because of the centrality of the exhibit hall, which never really existed before."

Other major national station representative firms—MMT Sales, Harrington, Righter & Parsons, TeleRep, Blair Television and Avery-Knodel—report they have no plans to move out on the floor. Although TeleRep briefly considered the move, it later rejected it.

Most firms explain that they plan to service their clients as they always have: a private briefing and preview of programing at NATPE just before the convention gets under way and hotel suites where the reps can meet with their clients far from the noise of the convention floor. □

NBC makes it two in a row

Thanks to repeats of made-for-TV movies and regular series programs that pushed it solidly into second place on four nights, NBC came out on top for the second consecutive week in the prime time ratings. But unlike the previous week when NBC led by one full rating point, its win this time was only one-tenth of a rating point ahead of second-place CBS.

According to Nielsen's National Television Index for the week ended July 8, NBC recorded an average 11 rating and 22 share, while CBS pulled right up behind with 10.9/22 and ABC came in third with 10.1/20. The combined rating/share for the three networks was 32/64, compared to 36.1/72 in the same period a year ago, representing a drop of 3,255,300 TV households per average minute.

CBS was first on Monday, Thursday, Friday and Sunday. NBC was first on Tuesday and tied with ABC for first on Saturday. ABC won Wednesday night. Forty-eight out of 65 shows were repeats. CBS had five of the top 10 shows, NBC had four and ABC one—*20/20*, which was the highest rated show of the week, averaging 16.7/29.

Baseball kept ABC in third place for the fourth consecutive Monday night, while the U.S. Olympic trials, for the third week in a row, showed up among the five lowest-rated shows of the week. The second broadcast of NBC News's *Summer Sunday U.S.A.* again was the lowest-rated show of the week, ranking 65th with an average 3.6/8, one-tenth of a share point better than its premiere the week before. CBS News's summer series, *Crossroads*, on Wednesday at 8 p.m., averaged 5.7/14, almost three full ratings points below its week-earlier premiere.

Highlights of the week, night by night:

■ CBS captured Monday night with an average 14.4/25.8, the highest nightly average for any network during the week.

■ NBC, as usual, won Tuesday night based on repeats of its regular lineup of *A Team*, *Riptide* and *Remington Steele*. ABC moved into second place on Tuesday for the first time in five weeks, although due more to the weakness of a repeat of a made-for-TV movie on CBS.

■ ABC won Wednesday night (July 4) with a 22.6 share of the national audience, its lowest share since the premiere of the 1983-84 season. ABC ran a special movie, "Can't Stop The Music," in place of *Dynasty* and *Hotel* repeats, and averaged a 21 share. CBS came in third, pulled down by *America at the Olympics*, a special retrospective of American Olympic athletes, which averaged 5.2/12.

■ Thursday had CBS returning to healthy dominance with an average 28 share generated by repeats of *Magnum, P.I.* and *Simon & Simon*, although *Knots Landing* in the 10 to 11 p.m. block sank to a 16 share behind ABC's *20/20* and NBC's *Hill Street Blues* (25 share).

■ Friday saw CBS in first, NBC in second and ABC in third for the third time that week. Although ABC dominated the 8 to 9 p.m. period with repeats of *Benson* and *Webster* and NBC scored well with a repeat of the made-for-TV movie "Off Sides" (filmed in 1980, but first aired earlier this season), the night still went to CBS with an average 21.4 share.

■ Saturday night had ABC and NBC tied with an average 20.6 share, one full share point ahead of CBS. NBC's *Diff'rent Strokes* and *Silver Spoons* took the 8 to 9 p.m. block with an average 27 share against the 23 share pulled by a repeat of ABC's *T.J. Hooker*.

■ CBS glided to its usual Sunday night victory beginning with a 32 share for *60 Minutes* at 7 p.m. and ending with a 27 share for *Trapper John, M.D.*

Rank	Show	Network	Rating/Share

Rank	Show	Network	Rating/Share

Rank	Show	Network	Rating/Share

Foundation seeks 88.9 mhz; 50 kw; HAAT: 335 ft. 1805 Clover, Lake Charles, La. 70605. Principal is nonprofit educational organization headed by T. Kent Atkins, college development officer; his wife, Mary, and Jeffrey Young, minister. It has pending app.'s for four new FM', and is also applying for new FM in Phoenix (see above). Mary Atkins is app. for 166 new LPTV's. Young has app.'s for 131 new LPTV's. Filed June 28.

■ Pearl City, Hawaii—Delbert F. Ault seeks 101.9 mhz; 100 kw; minus 142.88 ft. Address: 201 South Fourth St., Lexington, Ky. 40422. Principal is also app. for new FM in Amarillo, Tex. (see below). Filed June 29.

■ *Twin Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.7 mhz; .6 kw; HAAT 477 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Principal is nonprofit organization headed by Richard C. Moore, minister, and four others. They also have applications for new educational FM's in Payette and Pocatello, both Idaho. Filed June 26.

■ Rushville, Ill.—Berry-Price Communications seeks 96.7 mhz; 3 kw; HAAT 300 ft. Address: 213 East Exchange, Jerseyville, Ill. 62052. Principal is owned by Dr. Curtis O. Berry, and his wife, Glenda (37.5% each), and Larry K. Price, and his wife, Cathy (12.5% each). Price is chief engineer and news director at WBJM-AM-FM Jerseyville, Pa. They have no other broadcast interests. Filed June 26.

■ *Fort Wayne, Ind.—Family Stations Inc. seeks 91.5 mhz; 20 kw; HAAT 400.25. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich., Salt Lake City and Bristol, Tenn. (see below). Filed June 25.

■ *Bay City, Mich.—Family Stations Inc. seeks 89.1 mhz; 16 kw; HAAT 664 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Fort Wayne, Ind., Salt Lake City and Bristol, Tenn. (see above and below). Filed June 29.

■ *Missoula, Mont.—Montana Educational Broadcasting Foundation seeks 89.9 mhz; 668 kw; HAAT 1,424 ft. Address: 5326 East Highway, Florence, Mont. 59833. Principal is nonprofit organization run by: Will Zeiler, Florence, Mont., building contractor; John Ward, Victor, Mont., potter, and Ted Jolley, manager of Victor, Mont., electronics firm. They also have applications for new FM's in Missoula and Great Falls, both Montana. Filed June 28.

■ Chadron, Neb.—Chadron Communications seeks 94.7 mhz; 30 kw; HAAT 100 ft. Address: West Sixth & Hwy. 385, Chadron, Neb. 69337. Principal is equally owned by Patrick O. Benton, chairman; Edward N. Davenport; Robert Harvey; Keith C. Spencer; Douglas Strothheide; George Grosh, and Gerald Christoffersen. They have no other broadcast interests. Filed June 27.

■ *Spindale, N.C.—Isothermal Community College seeks 88.7 mhz; 18.6 kw; HAAT 3,054 ft. Address: P.O. Box 804, Spindale, N.C. 28160. Principal is educational institution headed by Ben E. Fountain, president. Member of the board, Don H. Lovelace, owns WAGY(AM) Forest City, N.C. Application is mutually exclusive with app. of Family Stations Inc. and app. of Blountville Education Association Inc. Filed June 29.

■ Bellwood, Pa.—Relm Communications seeks 103.9 mhz; 39 kw; HAAT 900 ft. Address: 802 Allegheny St., Hollidaysburg, Pa. 16648. Principal is owned equally by Rocky L. McCumbee and his wife, Elizabeth. He is program director at WVAM(AM)-WPRR(FM) Altoona, Pa., and has no other broadcast interests. Filed June 29.

■ Mifflinburg, Pa.—Hale Communications seeks 98.3 mhz; 3 kw; HAAT 270.6 ft. Address: 1002 Louisa St., Williamsport, Pa. 17701. Principal is owned by Martin Fleisher and his wife, Felicia (40% each); his sons Mark (10%) general partner, and Bennet (5%), and his daughter, Susan (5%). Mark is advertising consultant for WSQV(AM) Jersey Shore, Pa. Martin is maintenance engineer with RKO Radio Network. Others have no other broadcasting interests. Filed June 29.

■ Philadelphia—American Minority Communications Inc. seeks 96.5 mhz; 16.8 kw; HAAT 780 ft. Address: 4817 Old York Rd., Philadelphia, Pa. 19141. Principal is owned by Royall Sims (51%), C. Delores Tucker (24.5%) and Clarence Farmer (24.5%). They have no other broadcast interests. Filed June 29.

■ Aiken, S.C.—South Carolina Educational Television Commission seeks 89.1 mhz; 10 kw; HAAT 1,236 ft. Address: 2712 Millwood Ave., P.O. Drawer L, Columbia, S.C. 29250. Filed June 29.

■ *Bristol, Tenn.—Family Stations Inc. seeks 88.3 mhz; 1 kw; HAAT 1,810 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich., Salt Lake City and Fort Wayne, Ind. (see above and below). App. is mutually exclusive with app. of Blountville Education Association Inc. for new FM in Blountville, Tenn. Filed June 29.

■ Amarillo, Tex.—Delbert F. Ault seeks 103.1 mhz; 3 kw; HAAT 300 ft. Address: 201 South Fourth St., Lexington, Ky. 40422. Principal is also app. for new FM in Pearl City, Hawaii (see above). Filed June 29.

■ Amarillo, Tex.—Lewellyn Broadcasting seeks 103.1 mhz; 95 kw; HAAT 495 ft. Address: 1302 Westheimer Rd. #107, Abilene, Tex. 79601. Principal is owned by Pamela K. Ellis (60%), Jess W. Lewellyn Jr. (25%), and his father, Jess Sr. (15%). Jess Lewellyn Jr. is employed at KEAN-AM-FM Abilene, Tex. Others have no other broadcast interests. Filed June 29.

■ Amarillo, Tex.—Atkins Broadcasting Co. seeks 103.1 mhz; 3 kw; HAAT 300 ft. Address: 7146 Bayberry, Dallas, Tex. 75249. Principal is owned by T. Kent Atkins, who is on board of Southwest Educational Media Foundation Inc. (see above and below). Filed June 28.

■ *Bryan, Tex.—Waco Educational Broadcasting Foundation seeks 89.9 mhz; 55 kw; HAAT 383 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Principal is nonprofit charitable trust run by Jim Nabors and his wife, Gayle, and R.L. Whitworth, and his wife, Nona. They also have app.'s for new FM's in Palestine, Brownwood, Waco and Abilene, all Texas (see below). Filed June 26.

■ *Lubbock, Tex.—Caprock Educational Broadcasting Foundation seeks 90.1 mhz; 638 kw; HAAT 268 ft. Address: 3515 Goodfellow Dr., Amarillo, Tex. 79121. Principal is nonprofit corporation run by Gary Barton, Scott Gilmour and Mark Ensign. They also have app.'s for new FM's in Plainview and Borger, both Texas (see below). Filed June 27.

■ *Palestine, Tex.—Waco Educational Broadcasting Foundation seeks 91.5 mhz; 55 kw; HAAT 519 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. It also has app.'s for new FM's in Bryan, Brownwood, Waco and Abilene, all Texas (see above). Filed June 26.

■ *Plainview, Tex.—Caprock Educational Broadcasting Foundation seeks 90.7 mhz; 55 kw; HAAT 334 ft. Address: 3515 Goodfellow Dr., Amarillo, Tex. 79121. Principal is nonprofit corporation run by Gary Barton, Scott Gilmour, and Mark Ensign. They also have app.'s for new FM's in Lubbock and Borger, both Texas (see above). Filed June 27.

■ Salt Lake City—Family Stations Inc. seeks 88.3 mhz; 1 kw; HAAT 1,810 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich.; Fort Wayne, Ind., and Bristol, Tenn. Filed June 25.

■ *Winchester, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz; 100 w; HAAT 1,153 ft. Address: 9546 Shore Dr., Norfolk, Va. 23518. Principal is nonprofit charitable trust run by Charles Offut, and his wife, Phyllis. It also has app. for new FM in Fredricksburg, Va. Filed June 28.

■ *Moses Lake, Wash.—Joy Educational Broadcasting Foundation seeks 91.5 mhz; .6 kw; HAAT 665 ft. Address: 1632 98th St., Oakland, Calif. 94603. Principal is nonprofit corporation run by Darrell D. Collard, sole board member. He also has app. for new FM in Clamath Falls, Ore. Filed June 27.

TV's

■ Gulf Shores, Ala.—WHIS Unlimited Ins. seeks ch. 55; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 486.9 ft.; ant. height above ground: 473 ft. Address: P.O. Box, 193, Gulf Shores, Ala. 36542. Principal is equally owned by Monty H. McVicker, H.C. Pierce, Noel D. Hand, George W. Jones, Tedd Martin, Billy R. Clark, George W. Duke, William G. Noland, William E. Callander, Clyde G. Lipscomb and Walter E. Stewart. They have no other broadcasting interests. Filed July 2.

■ Phoenix—Jonathan Byrd seeks ch. 45; ERP vis. 1,321 kw, aur. 132.1 kw; HAAT: 1,715 ft.; ant. height above ground: 255 ft. Address: P.O. Box 413, Greenwood, Ind. 46142. Principal has no other broadcast interests. Filed June 28.

■ Paradise, Calif.—William G. Holdinghausen seeks ch. 46; ERP vis. 339 kw, aur. 33.9 kw; HAAT: 581.6 ft.; ant. height above ground: 150 ft. Address: 7620 Skyway, Paradise, Calif. 95969. Principal is app. for three LPTV's in Calif. Filed June 27.

■ *Visalia, Calif.—Diocese of Fresno Education Corp. seeks ch. 49; ERP vis. 3,000 kw, aur. 300 kw; HAAT: 2,247 ft. Address: 1550 N. Fresno St., Fresno, Calif. 93703. Principal is nonprofit religious institution headed by Joseph J. Madera, bishop. It has no other broadcast interests. Filed June 29.

■ Pikeville, Ky.—Hobart C. Johnson seeks ch. 51; ERP vis. 1,347 kw, aur. 202 kw; ant. height above ground: 670.15 ft. Address: 310 Main St., Pikeville, Ky. 41501. Principal has no other broadcast interests. Filed June 28.

■ Helena, Mont.—John R. Powley seeks ch. 10; ERP vis. 250 kw, aur. 25 kw; HAAT: 2,248 ft. ant. height above ground: 136 ft. Principal also owns WOPC(TV) Altoona, Pa., WHGM(TV) Bellwood, Pa., and WIMM(TV) Iron Mountain, Mich., is app. for new TV in Logan, Utah, and Altoona, Pa. (see below), and Brady, Tex., and is app. for eight LPTV's. Filed June 25.

■ Roswell, N.M.—Susan Harris seeks ch. 21; ERP vis. 1,921 kw, aur. 192.1 kw; HAAT: 1,042 ft.; ant. height above ground: 1,024 ft. Address: 5875 Saltzburger Rd., Groveport, Ohio 43125. Principal is also app. for new FM in Santa Fe (see below). Filed June 28.

■ Santa Fe, N.M.—Susan Harris seeks ch. 19; ERP vis. 4,720 kw, aur. 472 kw; HAAT: 1,966 ft.; ant. height above ground: 206 ft. Address: 5875 Saltzburger Rd., Groveport, Ohio 43125. Principal is also app. for new TV in Roswell, N.M. (see above). Filed June 28.

■ Altoona, Pa.—John R. Powley seeks ch. 13; ERP vis. 316 kw, aur. 31.5 kw; HAAT: 443 ft. ant. height above ground: 236 ft. Principal also owns WOPC(TV) Altoona, Pa., WHGM(TV) Bellwood, Pa., and WIMM(TV) Iron Mountain, Mich., is app. for new TV in Logan, Utah, Helena, Mont., and Brady, Tex., and is app. for eight LPTV's (see above). Filed June 25.

■ Block Island, R.I.—Offshore Broadcasting seeks ch. 69; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,449.9 ft.; ant. height above ground: 1,375.3 ft. Address: 57 Combsett Ave. Apt. 6, West Warwick, R.I. 02893. Principal is owned by Lisa M. Gormes (20%) and Raymond A. Yorke (80%). Gormes is intern at WSNE(FM) Taunton, Mass. Yorke has interest in app. for new FM in Bonita Springs, Fla. Filed June 29.

■ Block Island, R.I.—T.N. Robinson, seeks ch. 69; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 750 ft. ant. height above ground: 745 ft. Address: 1 Ocean Ave., Block Island,

Summary of broadcasting
as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	115
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	268
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.